



## RIBBON CUTTING GUIDELINES

The Edina Chamber of Commerce is pleased to help you celebrate your ribbon cutting event. In order to lay the foundation for a successful event, please keep the following guidelines in mind.

- The Edina Chamber promotes Ribbon Cutting events for businesses that are members of the Edina Chamber. If the business is new, it must have paid membership dues at least 30 days in advance of the ribbon cutting date.
- In order for the Edina Chamber to participate, we need three weeks advanced notice of your event date. This will allow us ample opportunity to include details of your event in our communications to the membership.
- It is also recommended that you choose several possible dates for an event, in order to work around events that the Edina Chamber may already have scheduled.
- We recommend a ribbon cutting be scheduled during business hours, which are Monday through Friday, 8:30 am to 4:30 pm. Events held during the business day are better attended by Chamber Ambassadors and elected officials. If a company would like to hold an after-hours event, the Edina Chamber staff would be available for the ribbon cutting portion before 4:30 pm prior to the event. We will still advertise the after-hours invitation to Edina Chamber members.

### What the Member Business Does

- Submits the Ribbon Cutting request form and coordinates event activities with the membership director, Deb Hanson at [deb@edina.org](mailto:deb@edina.org) at least 3 weeks in advance.
- Provides Edina Chamber with event details and company logo at least three weeks prior to the event.
- Invites clients, prospective clients, dignitaries, elected officials, family and friends to the event.
- OPTIONAL: Provides food and beverages at the event.

### What the Edina Chamber Does

- Reaches out to Ambassadors to invite them of the ribbon cutting.
- Promotes the event and invitation on the Edina Chamber calendar and on social media.
- Includes the ribbon cutting invitation in the Edina Chamber weekly email communication to the membership.
- Provides ribbon and scissors for ribbon cutting.
- Posts photos of the event on the Edina Chamber Facebook page.
- Provides a staff member for the event, if available.

Business Name and Company Representative: \_\_\_\_\_

Ribbon Cutting date and time request(s); if more than one please list in order of preference:

\_\_\_\_\_